



FBLA Sales Presentation

Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Approach					
Suitable opening statement or remark	0	1–2	3–4	5	
Direct customer's attention to merchandise	0	1–2	3–4	5	
Comments					
Product Presentation					
Questions involved customer	0	1–3	4–7	8–10	
Analyze and determine customer needs	0	1–3	4–7	8–10	
Interest in customer as an individual	0	1–3	4–7	8–10	
Adequate knowledge of product features	0	1–3	4–7	8–10	
Creates interest and desire for product	0	1–3	4–7	8–10	
Benefits matched to customer needs	0	1–3	4–7	8–10	
Comments					
Suggestion Selling					
Suggestion selling used	0	1–3	4–7	8–10	
Comments					
Handling Objections					
Welcomes and listens to all objections	0	1–2	3–4	5	
Comments					
Closing					
Takes advantage of customer reactions	0	1–2	3–4	5	
Handles and overcomes objections with respect	0	1–2	3–4	5	
Closes the sale	0	1–2	3–4	5	
Comments					
Total Points					/100 max.
Time Penalty Deduct five (5) points for presentation over seven (7) minutes. Time:					
Dress Code Penalty Deduct five (5) points when dress code is not followed.					
Penalty Deduct five (5) points for failure to follow guidelines.					
Final Score					/100 max.

Name(s): _____

Educational Institute _____ State: _____

Judge's Signature: _____ Date: _____

Judge's Comments: